MAIL TO:

Office of the Attorney General Registry of Charitable Trusts

- F-3. 2007903447

Sacramento, CA 94203-4470

TELEPHONE: (916) 323-5079

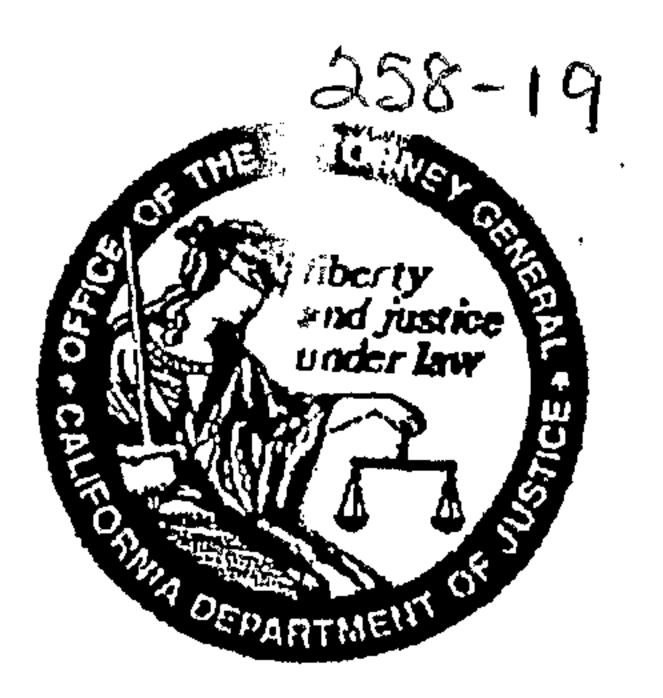
WEBSITE ADDRESS: http://ag.ca.gov/charities/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

200 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1.

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:		
258 2002	Name and Address CT No. 33 \	Of Charitable Organization or Charitable Purposes: S3 FEIN No. 52-1693387
	World	Wildlife Fond, Inc.
PUBLIC INTEREST COMMUNICATIO 7700 LEESBURG PIKE, SUITE# 301N		24th Streot not
EALLO OLUBOLE	Address of Chapity	
	City, State, and ZIP Co	AGO Charity
· TET EMADIZEMENTO		
TELEMARKETING (Kind of Activity)	held (on) (from) Tebrock Date of Date	5 must be shown)
1. REVENUE A. Cash Contributions B. Entertainment sales or admission charge C. Sales from products D. Advertisement sales	772,68	<u>₹& \$9</u> A. B. C. D.
E. Membership fees F. Other sources: (Specify)		E.
b. ·		Fa
c	• • • • • • • • • • • • • • • • • • •	Fc.
G. TOTAL REVENUE		Fd
2. Expenses		•
A. Fees or commissions B. Salaries		A. B.
C. Payroli taxes D. Employee benefits	•	C.
E. Cost of merchandise for resale F. Cost of entertainment	**************************************	E.
G. Postage	•	F. G.
H. Advertising I. Telephone		
J. Rental of equipment K. Facilities charge	•	'. J.
L. Permits		K.' L.
M. Other expenses: (Specify)	Hacket)	Ma.
b		Mb.
d.		Mc Md. 534/02.14
N. TOTAL EXPENSES		N.
3. Restauration	or charitable purposes	234,584.72
4. (a) is any officer, director, partner or owne charitable organization for which Comm	r of the Commercial Fund-raiser in any way nercial Fund-raiser has contracted to solicit	affiliated with or control, directly or indirectly, the
[] Yes [X] No <u>If "yes", complete</u>		
Name of officer, director, partner or owner of Commercial Fund-raiser	Name and Address of	
Commercial Fund-raiser	Charitable Organization	Relationship of officer, etc. To Charitable Organization
······································		
(b) For each affiliation identified under 4(a),	attach copy of contract between commercia	al fund-raiser and charity.
nder penalties of perjury, I declare that I have exa	mined this report, including accompanying	documents, schedules and statements, and to the
est of mv_knowledge_and belief_it_le_true_correct;	and complete.	occuments, schedules and statements, and to the
ignature of suthorized officer (C.	DAVID E. ANDELMAN,	PRESIDENT 2-25-05
ignature of authorized officer (Commercial Fund-r	aiser) Printed Name	Title Date
his report must be signed by two officers of the ch	naritable organization for verifying the distri	bution.
	Wanch Dol	n) (15)
gnature of authorized officer/director (Charity)	Printed Name	Title Date
gnature of authorized officer/director (Charity)	Patricia MEn	este Controller 3/5/01
· · · · · · · · · · · · · · · · · · ·	Printed Name	Title Date
	• • •	

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Registry of Charitable Trusts

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WORLD WILDLIFE FUND, INC. CAMPAIGN EXPENSES

Drofessional	Fundraiser's Fee	
Professional	ruiluiaisei s ree	

\$ 470,403.12

Campaign Expenses

Personalization	\$	4,255.00
Computer Services	\$	4,711.11
Clerical/Miscellaneous	\$	500.00
Number Searching	\$	10,524.37
Postage	\$	35,951.93
Production	\$	11,345.85
State Registration	\$	367.50
Overnight Delivery	<u>\$</u>	43.30

Total Campaign Expenses \$ 67,699.06

TOTAL FEES AND EXPENSES...... \$ 538,102.18

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